

TAT HUI FOODS PTE LTD

The Noodle Revolution

The Company behind KOKA noodles, Tat Hui Foods Pte Ltd has a strong tradition for creating well-loved authentic recipes.

Since its inception in 1986, the Singapore stalwart has successfully grown into an icon of quality and reliability by being both adaptive and innovative, developing exciting products that cater to diverse consumer lifestyles and needs.

Offering a myriad of authentic and exotic flavours, the Company's wide range of products are a delicious boost to the instant noodles category in an age where consumers are becoming increasingly health conscious and have more sophisticated palates.

“With a focus on consumer-centric innovations and product development, we are raising the bar in the instant noodles category by carefully balancing good tastes with health attributes, as well as broadening category drivers beyond affordability and convenience to appeal to the increasingly discerning consumer” says Ms Lim Shiang, Marketing Director of Tat Hui Foods.

KOKA products now boast a combined total of over 100 variants, including gluten-free, non-fried, low-fat, low salt and whole grain varieties without added MSG, preservatives or artificial coloring. The richness and diversity of Singaporean cuisine is the inspiration that the company seeks to deliver to the rest of the world through its wide range of products.

Today, foodies from over 40 countries – spanning the Asia Pacific, North America, Middle East and Europe – can readily enjoy a kaleidoscope of their delicious noodles anytime.

Tat Hui Foods Pte Ltd
37 Quality Road Singapore 618808
+65 6261 1010 tel
+65 6255 1929 fax
thf@pacific.net.sg
www.kokanoodles.com
Tasty Singapore-endorsed brand: KOKA

